

PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0851-0031

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete If Known

Application Number	09/807,887
Filing Date	04/19/2001
First Named Inventor	Eldering, Charles
Art Unit	2152
Examiner Name	Santos, Patrick JD
Attorney Docket Number	T706-11

U. S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

Examiner
Signature

Frantz Coby

Date
Considered

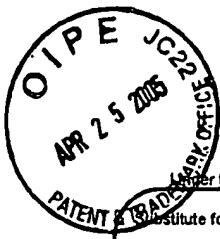
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Application Number	09/807,887
Filing Date	19 APRIL 2001
First Named Inventor	ELDERING, CHARLES A.
Art Unit	2161
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

NON-PATENT LITERATURE DOCUMENTS

***EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.**

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Sheet 1 of 12

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Application Number	09/807,887
Filing Date	19 APR 2001
First Named Inventor	ELDERING
Art Unit	2171
Examiner Name	SANTOS, PATRICK JD

Attorney Docket Number T706-11

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
FC	AAB	US- 4930011	05/29/1990	Kiewit; David A.	
FC	AAC	US- 5099319	03/24/1992	Esch; Arthur G.	
FC	AAD	US- 5758257	05/26/1998	Herz; Frederick et al	
FC	AAE	US- 5918014	06/29/1999	Robinson; Gary B.	
FC	AAF	US- 5930764	07/27/1999	Melchione, Anthony T.	
FC	AAG	US- 6009409	12/28/1999	Adler; Micah A.	
FC	AAH	US- 6084628	07/04/2000	Sawyer; Francois	
FC	AAI	US- 20030088872	05/08/2003	Maissel, Jonathan et al	
		US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁴
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
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Examiner Signature

Frank

Date Considered

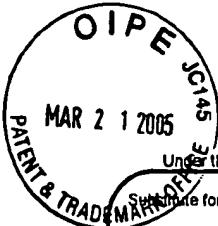
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Application Number	09/807,887
		Filing Date	19 APRIL 2001
		First Named Inventor	ELDERING, CHARLES A.
		Art Unit	2161
Sheet 2	of 2	Examiner Name	SANTOS, PATRICK JD
		Attorney Docket Number	T706-11

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
RC	CJ	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166.	
RC	CK	ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	

Examiner Signature	<i>Patrick Coby</i>	Date Considered	9/23/05
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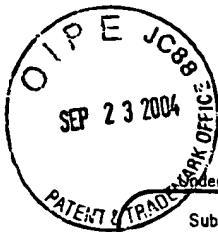
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First Named Inventor	ELDERING
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Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

U. S. PATENT DOCUMENTS

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Examiner Initials ¹	Cite No. ¹	Foreign Patent Document Country Code ² -Number ⁴ -Kind Code ³ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	
					T ⁴	
FC	BP	WO9717774	05-15-1997	PARK		
FC	BQ	W09966719	12-23-1999	ZIGMOND		

Examiner
Signature

Frank G. Bry

Date Considered

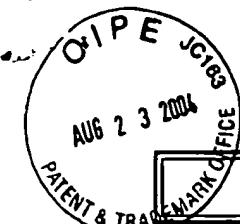
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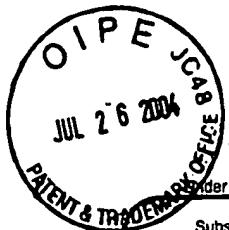
Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Consumer Profiling and Advertising Selection System				
Application Number:	09/807887 				
Confirmation Number:	5900				
First Named Applicant:	Charles Eldering				
Attorney Docket Number:	T706-11				
Art Unit:	2171				
Examiner:	Patrick JD Santos				
Search string:	(5754939 or 6216129 or 6298348 or 6560578 or 5661516).pn.				
RECEIVED AUG 26 2004 Technology Center 2100					
US Patent Documents					
Note: Applicant is not required to submit a paper copy of cited US Patent Documents					
init	Cite.No.	Patent No.	Date	Patentee	Kind
PC	1	5754939	1998-05-01	HERZ	
PC	2	6216129	2001-04-01	ELDERING	
PC	3	6298348	2001-10-01	ELDERING	
PC	4	6560578	2003-05-01	ELDERING	
PC	5	5661516	1997-08-01	CARLES	

Signature

Examiner Name	Date
	9/23/05



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First Named Inventor	ELDERING
Art Unit	2171
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

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Art Unit	2171
Examiner Name	SANTOS, PATRICK JD

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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
FC	CG	GALLAGHER et al A Framework for Targeting Banner Advertising on the Internet, System Sciences, January 1997, Proceedings of the 30th Hawaii International Conference. Vol 4. pages 265-274.	
FC	CH	MCCANDLESS. Web Advertising, IEEE Intelligent Systems. June 1998. Vol. 13. pages 8-9	
FC	CI	CHANG et al. In Exchange for Consumer Information on the Internet: The Economics and Issues. System Sciences, January 1998., Proceedings of the 31st Hawaii International Conference. Vol 4. pages 533-542.	
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Signature*Patrick Coby*Date
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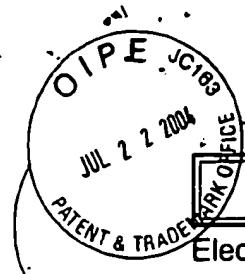
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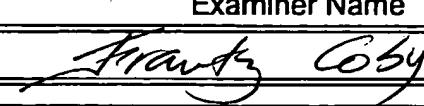
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Stylesheet Version v18.0

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Art Unit:	2171						
Examiner:	Patrick JD Santos						
Search string:	(5724521 or 5761662 or 5978799 or 5604542 or 6009410 or 6038591 or 5848396 or 5933811).pn.						
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US Patent Documents							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
PC	1	5724521	1998-03-03	DEDRICK			
PC	2	5761662	1998-06-02	DASAN			
PC	3	5978799	1999-11-02	HIRSCH			
PC	4	5604542	1997-02-18	DEDRICK			
PC	5	6009410	1999-12-28	LEMOLE			
PC	6	6038591	2000-03-14	WOLFE			
PC	7	5848396	1998-12-08	GERACE			
PC	8	5933811	1999-08-03	ANGLES			
Signature							
Examiner Name				Date			
				09/23/05			

Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T706-11

APPLN NO.

09/807, 887

APPLICANT

ELDERING

FILING DATE

19 APRIL 2001

GROUP

2152

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

EXR INITIAL		DOCUMENT NUMBER								DATE	NAME		CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FC	AFF	4	9	7	2	5	0	4	11/90	Daniel, Jr. et al.		455	2		
FC	AGG	5	2	0	1	0	1	0	04/93	Deaton et al.		382	7		
FC	AHH	5	2	3	7	6	2	0	08/93	Deaton et al.		382	7		
FC	AII	5	3	0	5	1	9	6	04/94	Deaton et al.		364	401		
FC	AJJ	5	3	1	5	0	9	3	05/94	Stewart		235	381		
FC	AKK	5	3	2	7	5	0	8	07/94	Deaton et al.		382	7		
FC	ALL	5	3	3	1	5	4	4	07/94	Deaton et al.		364	401		
FC	AMM	5	3	8	8	1	6	5	02/95	Deaton et al.		382	7		
FC	ANN	5	4	3	0	6	4	4	07/95	Deaton et al.		364	401		
FC	AOO	5	4	4	8	4	7	1	09/95	Deaton et al.		364	401		
FC	APP	5	5	5	9	5	4	9	09/96	Hendricks et al.		348	6		

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															YES	NO
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FC	BM	9	7	2	6	6	1	2	07/97	WO			—	—		
FC	BN	9	8	3	4	1	8	9	08/98	WO			—	—		
FC	BO	9	9	6	5	2	3	7	12/99	WO			—	—		

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER

Frank Coby

DATE CONSIDERED

9/23/05

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FC	AQQ	5	6	2	1	8	1	2	04/97	Deaton et al.	382	100		
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FC	ASS	5	6	4	2	4	8	5	06/97	Deaton et al.	395	214		
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FC	AUU	5	6	4	9	1	1	4	07/97	Deaton et al.	395	214		
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														YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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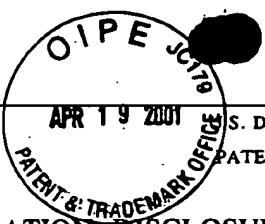
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Form PTO-1449		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE							ATTY. DOCKET NO.		APPLN NO.			
									T706-11		09/807, 887			
									APPLICANT					
									ELDERING					
									FILING DATE		GROUP			
									19 APRIL 2001		2152			
INFORMATION DISCLOSURE CITATION														
(Use several sheets if necessary)														
U.S. PATENT DOCUMENTS														
EXR INITIAL		DOCUMENT NUMBER							DATE	NAME		CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FC	A1B	6	0	0	5	5	9	7	12/99	Barrett et al.		348	1	1
FC	A1C	6	0	1	4	6	3	4	01/00	Scroggie et al.		705	14	1
FC	A1D	6	0	2	6	3	7	0	02/00	Jermyn		705	14	
RC	A1E	6	0	5	5	5	7	3	04/00	Gardenswartz et al.		709	224	
RC	A1F	6	1	0	8	6	3	7	08/00	Blumenauf		705	7	
RC	A1G	6	1	3	4	5	3	2	10/00	Lazarus et al.		705	14	
RC	A1H	6	1	6	0	9	8	9	12/00	Hendricks et al.		455	4.2	1
RC	A1I	6	1	8	5	5	4	1	02/01	Scroggie et al.		705	14	
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)														
EXAMINER							DATE CONSIDERED							
<i>Frank Gobey</i>							9/23/05							
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09/8U7887
JU Sec'd PCT/PTO 19 APR 2001

Form PTO-1449 (REV. 8-83)		APR 19 2001 U. S. DEPARTMENT OF COMMERCE PATENT & TRADEMARK OFFICE										ATTY. DOCKET NO.	INT. APPLN NO.	
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)												T706-11	PCT/US99/28628	
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												ELDERING		
												INT. FILING DATE	GROUP	
												02 DEC 1999	UNKNOWN	

U.S. PATENT DOCUMENTS

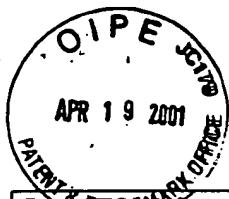
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FC	AA	4	5	4	6	3	8	2		10/85	McKenna et al.		358	84	/
FC	AB	4	8	8	3	3	0	8		05/89	Humble		235	383	/
FC	AC	5	1	2	8	7	5	2		07/92	Von Kohorn		358	84	
FC	AD	5	1	5	5	5	9	1		10/92	Wachob		358	86	
FC	AE	5	2	2	3	9	2	4		06/93	Strubbe		358	86	
FC	AF	5	2	2	7	8	7	4		07/93	Von Kohorn		358	84	/
FC	AG	5	2	3	1	4	9	4		07/93	Wachob		358	146	/
FC	AJ	5	2	8	5	2	7	8		02/94	Holman		358	142	
FC	AK	5	4	1	0	3	4	4		04/95	Graves et al.		348	1	
FC	AL	5	4	4	6	9	1	9		08/95	Wilkins		455	6.2	
FC	AM	5	5	1	5	0	9	8		05/96	Carles		348	8	/

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FC	BA	9	7	1	2	4	8	6		04/97	WO						
FC	BB	9	7	4	1	6	7	3		11/97	WO						
FC	BC	9	8	2	1	8	7	7		05/98	WO						
FC	BD	9	8	2	8	9	0	6		07/98	WO						
FC	BE	9	9	0	1	9	8	4		01/99	WO						

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

FC	CA	Product literature, Aptex Software Inc., "SelectCast for Commerce Servers," printed from http://www.aptex.com/products-selectcast-commerce.htm on 06/30/98; 9pp.
FC	CB	Product literature, DoubleClick, "Dynamic Advertising Reporting and Targeting (DART)," printed from http://www.doubleclick.net/dart on 06/19/98; 16pp.
FC	CC	Product literature, Imgis, "Ad Force," printed from http://www.starpt.com/core on 06/30/98; 5pp.
FC	CD	Product Literature, ADForce, "AdForce Strategic Partners", pronted from http://www.adforce.com/home/cust3_part.htm on 03/27/00; 2pp.
FC	CE	Press Release, AdForce, "AdForce Introduces AdForce EveryWhere: Advertising, Marketing & Promotions Wherever a Digital Signal Can Be Sent", printed from http://biz.yahoo.com/bw/000327/ca adforce 1.htm on 03/27/00; 3pp.
FC	CF	IEEE Paper, "Netvertising: content-based subgeneric variations in a digital genre" by Fortanet, I., Palmer, J. and Posteguillo, S. 06/98, 12pp.

EXAMINER	<i>Grantz</i>	<i>Coby</i>	DATE CONSIDERED
			<i>09/23/05</i>
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09/807887
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Form PTO-1465 (REV. 8-83)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE								ATTY. DOCKET NO.	INT. APPLN NO.	
										T706-11	PCT/US99/28628	
										APPLICANT		
										ELDERING		
										INT. FILING DATE	GROUP	
										02 DEC 1999	UNKNOWN	

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER								DATE	NAME		CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FC	AN	5	5	9	2	5	6	0	01/97	Deaton et al		382	100		
FC	AO	5	6	1	9	7	0	9	04/97	Caid et al		395	794		
FC	AP	5	6	8	7	3	2	2	11/97	Deaton et al		395	214		
FC	AQ	5	7	5	8	2	5	9	05/98	Lawler		455	5.1		
FC	AR	5	7	6	1	6	0	1	06/98	Nemirofsky et al		455	3.1		
FC	AS	5	7	7	4	1	7	0	06/98	Hite et al		348	9		
FC	AT	5	7	7	4	8	6	8	06/98	Cragun et al		705	10		
FC	AU	5	7	9	4	2	1	0	08/98	Goldhaber et al		705	14		
FC	AV	5	8	3	2	4	5	7	11/98	O'Brien et al		705	14		
FC	AW	5	9	4	8	0	6	1	09/99	Merriman et al		709	219		
FC	AX	5	9	7	4	3	9	9	10/99	Giuliani et al		705	14		

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FC	BG	9	9	4	4	1	5	9	09/99	WO						
FC	BH	0	0	0	8	8	0	2	02/00	WO						
FC	BI	0	0	1	4	9	5	1	03/00	WO						
FC	BJ	0	0	3	3	2	2	4	06/00	WO						

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	<i>Grantz, Coby</i>	DATE CONSIDERED	<i>9/23/05</i>
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.			



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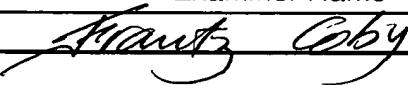
JC03 Rec'd PCT/PTO 19 APR 2001

Form PTO-1449 (REV. 8-83)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE							ATTY. DOCKET NO. T706-11		INT. APPLN NO. PCT/US99/28628			
INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>										APPLICANT ELDERING				
										INT. FILING DATE 02 DEC 1999		GROUP UNKNOWN		
U.S. PATENT DOCUMENTS														
EXR INITIAL		DOCUMENT NUMBER							DATE	NAME		CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FC	AY	5	9	7	7	9	6	4	11/99	Williams et al	345	327		
FC	AX	6	0	1	2	0	5	1	01/00	Sammon, Jr. et al	706	52		
FC	AAA	6	0	2	0	8	8	3	02/00	Herz et al	345	327		
FC	ABB	6	0	3	5	2	8	0	03/00	Christensen	705	14		
FC	ACC	6	0	8	8	7	2	2	07/00	Herz et al	709	217		
FC	ADD	6	1	1	9	0	9	8	09/00	Guyot et al	705	14		
FC	AEE	6	1	7	7	9	3	1	01/01	Alexander et al	345	327		
		DOCUMENT NUMBER							DATE	COUNTRY		CLASS	SUBCLASS	TRANSLATION
FC	BK	0	0	5	4	5	0	4	09/00	WO			YES	NO
OTHER DOCUMENTS <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>														
EXAMINER										DATE CONSIDERED				
<i>S. Krautz Coby</i>										<i>9/23/05</i>				
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ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Consumer Profiling and advertisement selection system						
Application Number : 09/807887 Confirmation Number: 5900 First Named Applicant: Charles Eldering Attorney Docket Number: T706-11 Art Unit: 2161 Examiner: Patrick JD Santos Search string: (5796952 or 6643696 or 20020099812).pn							
US Patent Documents							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FC	1	5796952	1998-08-18	DAVIS	—	—	—
FC	2	6643696	2003-11-04	DAVIS	—	—	—
US Published Applications							
Note: Applicant is not required to submit a paper copy of cited US Published Applications							
init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
FC	1	20020099812	2002-07-25	DAVIS	—	—	—
Signature							
Examiner Name				Date			
				9/23/05			